

# Predictix

where demand meets decision

pricing + promotions

planning + allocation

forecasting + replenishment

assortment + space

## Overview

At Predictix, we help retailers and brands make better merchandising decisions by:

- Eliminating the traditional silos between various buying and selling decisions
- Delivering solutions that evolve easily to adapt to their ever-changing business
- Simplifying the process and lowering the stakes of investing in technology

Predictix delivers the first and only unified, software-as-a-service suite of modular applications for making better merchandising decisions.

Retailers, wholesalers and brands have always known that merchandising decisions went together - add a product to an assortment, and everything around it also changes. Other products are impacted, plans must be updated, replenishment forecasts change, pricing and promotions must be reconsidered.

Yet most of today's solutions were designed 10, 15, even 20 years ago, when computing power simply did not allow these decisions to be considered together. In fact, most of today's solution "suites" are simply loose collections of such separate applications. The result? Companies end up with disparate applications for different parts of what should be one picture, and a lot of manual work is needed to reflect their actions in one application across all of the others.

At Predictix, we've had the good fortune of both designing, building, and implementing many of today's single-purpose systems, and of designing and delivering the next generation - a suite of modules that, on their own, can solve pieces of the merchandising puzzle, and that together provide a unified, consistent view across all of these decisions.

We understand that precise, short-term needs carry the day, so we made our solutions modular. Over time, as the most pressing issues are addressed, others will rise in priority. We therefore built every one of our modules so they share the same unified platform. They are all driven by the same forecast; they all share the same underlying clustering, predictive analytics, optimization, and data.

Now, a decision in one area reflects all its ripple effects. Companies no longer need to worry about inconsistent decisions, or one parts of the business getting out of synch.



## Evolve your solutions along with your business.

Unlike today's traditional "behind the firewall" software, our solutions were designed to be highly configurable without requiring changes to the underlying code. What does this mean? You can say goodbye to the "hard-coded" designs of traditional software, etched in stone once requirement documents are signed-off on and obsolete the second they go live. Your business is always evolving, and we have taken great care to design our applications so they can evolve with you. Also, because we deliver our software as a service, we take care of upgrading the underlying software, so you can also say goodbye to the inevitable and painful upgrades of traditional software.

## We are changing the way retailers, wholesalers and brands invest in technology.

Investing in technology has traditionally meant spending a lot of time and a lot of money, up-front, with the hope of later results that justify the initial outlays. Even in the best of times, this model was highly inefficient and risky. Now, this model has effectively meant many otherwise worthwhile projects can't even get off the ground. Until now.

Why should you have to pay up-front for solutions that may deliver value over years? And why should software companies expect you to do so? That's unfortunately the way most software companies work. At Predictix, however, we earn your business every day. Our solutions are licensed on a monthly subscription basis. You get to know us and we get to know you. To the extent we prove to you we can deliver ongoing value, you have every incentive to continue to work with us. If we can't deliver ongoing value to you, we should not expect your ongoing business.

Our clients like the fact that we look for small, quick wins where we can prove the value of our approach. Within weeks, we can usually determine how (and by how much) we can impact their business. It's a lot easier to sign up for a project when you have a clear sense of where it will take you. It's also a lot more realistic to iterate to the right solution, than to expect you can spend a lot of time upfront trying to guess at the "right" end point.

We also understand that big, "transformational" projects are not the way to get things done today (if they ever were). We look for ways to work with what you already have in place, and to improve it. We let you add functionality in steps your organization can absorb - and therefore lower the risk inherent in large-scale change management exercises.

## Experience delivering innovation

This is not the first time we have designed, built and delivered retail planning, assortment, pricing, forecasting or replenishment solutions. We have worked with and for many of the world's leading retailers and brands, designed and built the last generation of "behind the firewall" software, and defined the sophisticated science under the covers.

This experience has allowed us to deliver what's possible when you start with a clean slate, and with technology that's far more advanced than the 10, 15, or even 20 year old technology in the "current" generation of retail systems. Predictix solutions are simply more powerful, flexible, and scalable than previous systems. This allows our clients to enjoy better solutions, and allows us to deliver these solutions to them very cost-effectively.

We would be honored to have you join them.

## About Predictix

At Predictix, we help Tier 1 retailers and brands make better merchandising decisions with the first and only software-as-a-service suite for planning, allocation, assortment and space optimization, pricing, promotions, forecasting, and replenishment. Building on our executive team's experience in leading well-known retail technology companies, we've developed our software from the ground up so our clients can completely tailor and readily adapt it as their business needs change. We implement our solutions rapidly – and with no hardware to buy, software to install, large up-front investments to make, or long-term commitments to sign, our clients can move quickly and confidently on their merchandising initiatives. In essence, we are changing the way retailers and brands invest in and get value from technology.

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